

Simplus commercial dry-cleaner

identity

- advertising
- annual reports
- articles
- catalogs
- direct mail
- event planning
- identity
- newsletters
- public relations
- special projects
- technical
- web

dry-cleaning
the way it should be.

COMMERCIAL DRY CLEANING
LAUNDRY
CONCIERGE SERVICE

corporate
hospitality
food service

It's right. It's on time. Or we make it right—guaranteed.

+ capabilities

It's a dirty job.
And now you don't have to do it.

You and your employees surely spend a lot of time and money keeping your clothes and linens looking good. It's a critical part of one's professional image. So why does wardrobe and linen upkeep have to be so time-consuming, inconvenient and downright frustrating?

If you're like I was, you probably consider dry-cleaning a necessary annoyance. Until three years ago, I was the CEO of a busy finance planning practice. I can't tell you how many times I served too late to pick up my cleaning order...found broken buttons on my shirts...discovered mystery stains on my clothes. *I didn't want to manage my clothes—I had enough to manage at work.*

Then I met Myung Kim. Having worked his way up in his firm to a professional dry cleaning business for more than 11 years, he understood my concerns. Moreover, he delivered what he promised. No more stains. My shirts lasted longer.

And as we got to talking, we realized we had the same idea. *Why not bring the dry-cleaners to work?*

Kim and I now own **simplus** together. Here's what we offer to corporations, hospitality and food service operators throughout southeast Denver:

Total convenience. We deliver everything you need: bags, tags, and racks for your items. Fill them up, **simplus** takes them away—and returns with sparkling clean clothes and linens in two to four days.

One source. Whether you or your employees require dry cleaning, laundry or alterations, all work is managed by trained by **simplus** professionals.

Completed order tracking. Even wonder if that suit's at the cleaners? Check your own password-protected portal and find out.

Done your way. Do you want your shirts folded or hung? Light or heavy starch? Delivery two or more times a week? You (and your employees) decide.

The highest quality. **Simplus** believes in protecting your investment. We hand-inspect every item for stains. Clothes and linens are pressed and finished by hand. You will see the difference: your textiles stay looking good longer.

Rapid response. Our goal is to provide absolutely seamless service—so you and your employees can stay focused and productive. As our client, I'm your single point of contact for any questions or concerns.

Our pledge to you: It's right. It's on-time. Or we make it right—guaranteed.

How about skipping the dry-cleaning run and driving straight to work (or home) instead?

It's easier than you think. Let us show you how **simplus** can enhance your business.

Sincerely,
Paul W. Bowman
Owner **simplus**

simplus
phone 303.243.5977 • fax 303.243.5978
customerservice@mysimplus.com

account information

contact information

name
 mr mrs ms
first middle initial last

date of birth
month day year

work address
company
address building or floor number
city state ZIP
work phone set home phone email*

services
Dry cleaning and laundry delivery services are available two or more times per week (based on the pick-up/drop-off day(s) your company designates) and return to your location in two to four business days. Please place your items in the laundry bags provided at the **simplus stop** within your facility and attach a business card to the **simplus** luggage tags on the bags for identification. For clothing alterations, please contact us to schedule an appointment. We'll come to you! Special orders may take extra time.

I'm interested in using these **simplus** services (please check all that apply):
 shirt laundry dry cleaning commercial laundry
 clothing alterations shoe repair bedding & linens

preferences

shirts no starch light medium heavy

packaging hangers boxes notes

* Invoices are submitted after each delivery by email only and processed electronically. **Simplus** accepts VISA, MasterCard, American Express and Discover. *Please note that cash or checks are not accepted.* Payments are secured with VeriSign SSL-encryption. No credit card information is stored within **simplus** computers or facilities.

Please fax or e-mail to: **simplus** phone 303.243.5977 • fax 303.243.5978 • customerservice@mysimplus.com

dry-cleaning
the way it should be.

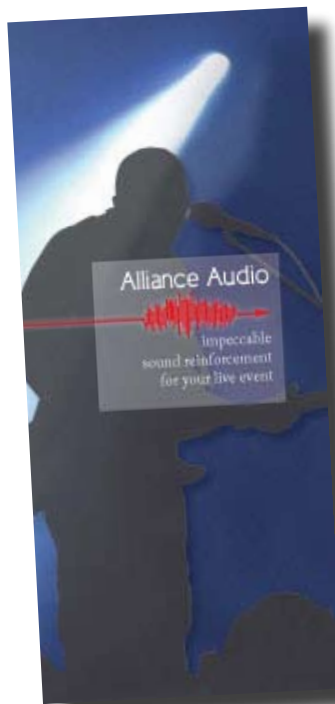
COMMERCIAL DRY CLEANING
LAUNDRY
CONCIERGE SERVICE

corporate
hospitality
food service

simplus - phone 303.243.5977 - fax 303.243.5978
customerservice@mysimplus.com

Simplus dry-cleans and launders clothing for corporations throughout the Denver area. Working with Platinum Marketing Solutions, I provided copywriting and design services to produce an electronic proposal and enrollment form, CD cover and laundry tags.

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Alliance Audio sound reinforcement

What is sound reinforcement? Done well, it's a service that's virtually undetectable to the ears of the average audience.

Good sound reinforcement is clear, articulated speech that's easy to hear and understand. Music with defined highs and lows that doesn't drown out a vocal. Clear and crisp sound in every area of a room or outdoor stage. When it's right, sound reinforcement enables direct communication, captivating your audiences and holding their attention.

When sound reinforcement goes wrong, your guests won't stop talking about your event—about the squealing feedback or the distortion from overdriven speakers and amplifiers.

Good audio makes a difference. It pays to take the time to choose it right.

Serving all of Southern California, Alliance Audio specializes in impeccable sound reinforcement. From simple public address systems to full sound packages, we work with you to ensure that every attendee receives the clear audio they deserve. Everything we do at Alliance Audio revolves around this objective.

To make this possible, we use top quality gear that's inspected and tested before every event. Rock solid reliability is a must, because in live sound reinforcement, you only have one chance to get it right.

From school events, to worship services, receptions, sports venues and civic functions, we don't mind when our clients tell us they didn't think about the sound. That means we're doing our jobs!

And unlike some larger event companies that make you feel like you're wasting their time with smaller projects, Alliance Audio delights in helping you make the most of your event, regardless of its size or scope.

Please call, email, or return the attached postage-paid reply card today. We'll make your sound the best it can be!



"Alliance Audio produces the big sound we need to prepare our athletes to perform at the highest level in the most challenging stadiums. The energy and excitement they create make our practices feel like game day!"

—Dennis Slutak, director of football operations, University of Southern California Trojans

It's your sound—only better!

Alliance Audio's tools of the trade project crisp, clear sound for all of your events and performances.

But great gear can only reach its full potential in the hands of a skilled technician. That's why Alliance Audio provides at least one audio engineer for every event to manage equipment set up, testing, operations and tear-down. It's just another way we ensure your total satisfaction with our sound reinforcement services.

audio equipment

Check out the audio equipment listed here. We're constantly upgrading our stock; for details on specific brands or models, see allianceaudio.net.

- Mixing consoles by Midas, Allen & Heath, Soundcraft and Yamaha
- Monitors by JBL and more
- Amplifiers by Crown and QSC
- Processors by DBX, Presonus, Aphex and more
- Effects by TC Electronic, Yamaha and more
- Microphones by Shure, AKG, Audix and more
- Direct boxes by Radial, Whirlwind and more
- Recording & playback by Denon, Alesis, Roland, Tascam and Sony

Alliance Audio



visit www.allianceaudio.net
call 888-575-4005
email info@allianceaudio.net
for a free consultation today!

YES! I want Alliance Audio to contact me for a no-obligation quote for an upcoming event.
 No, I don't need a quote at this time. Please keep me on Alliance Audio's mailing list for future projects.

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____

Fax _____

Email _____

Event name _____

Event location _____

Address _____

City _____ State _____ Zip _____

Event type

Corporate Concert Other

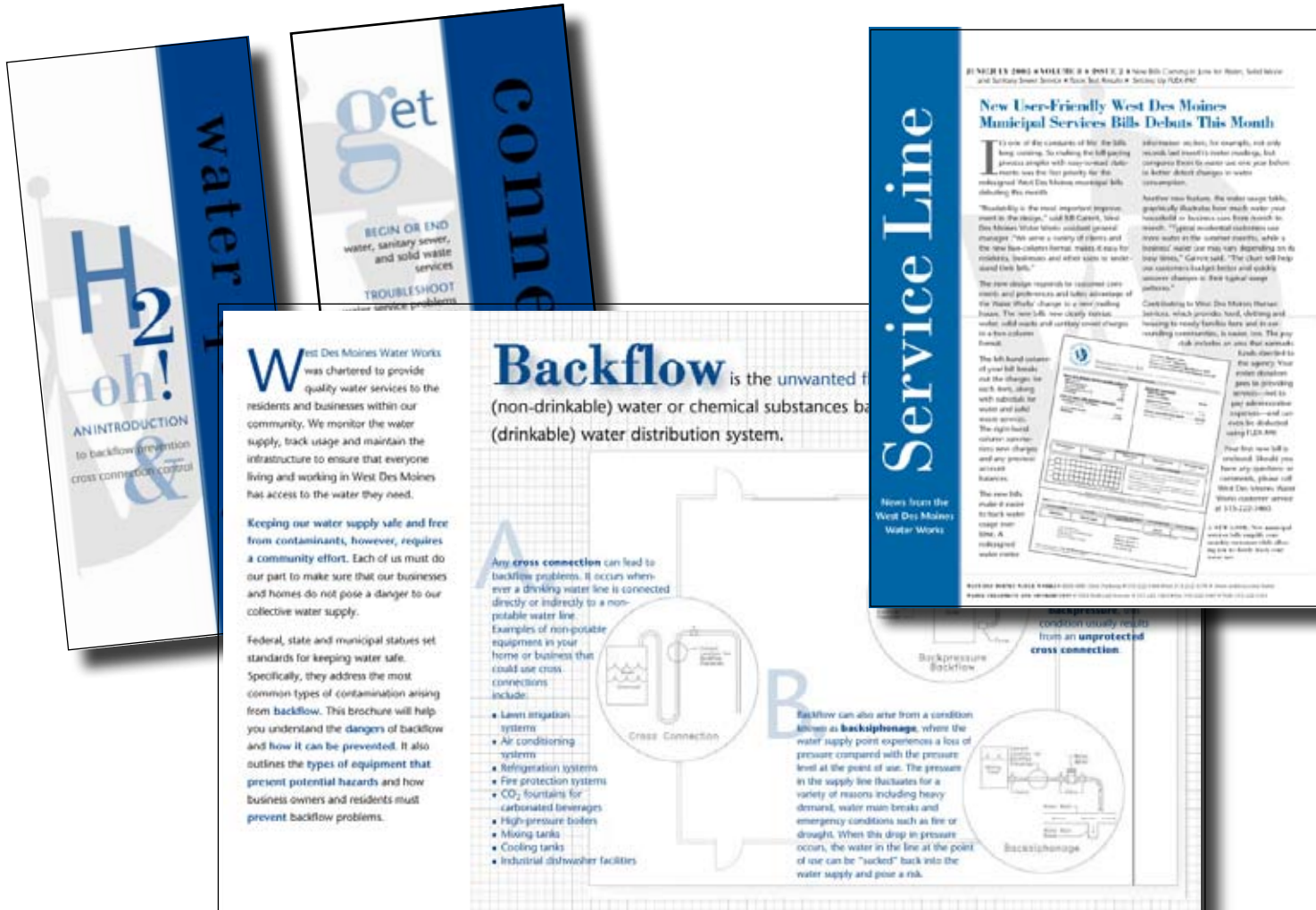
Estimated event date (time (am or pm) and duration)

date _____ time _____ number of hours _____

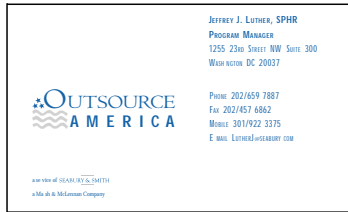
For a free quote from Alliance Audio please drop this postage paid reply card in the mail visit www.allianceaudio.net or call toll free 888 575 4005


impeccable sound reinforcement from Alliance Audio

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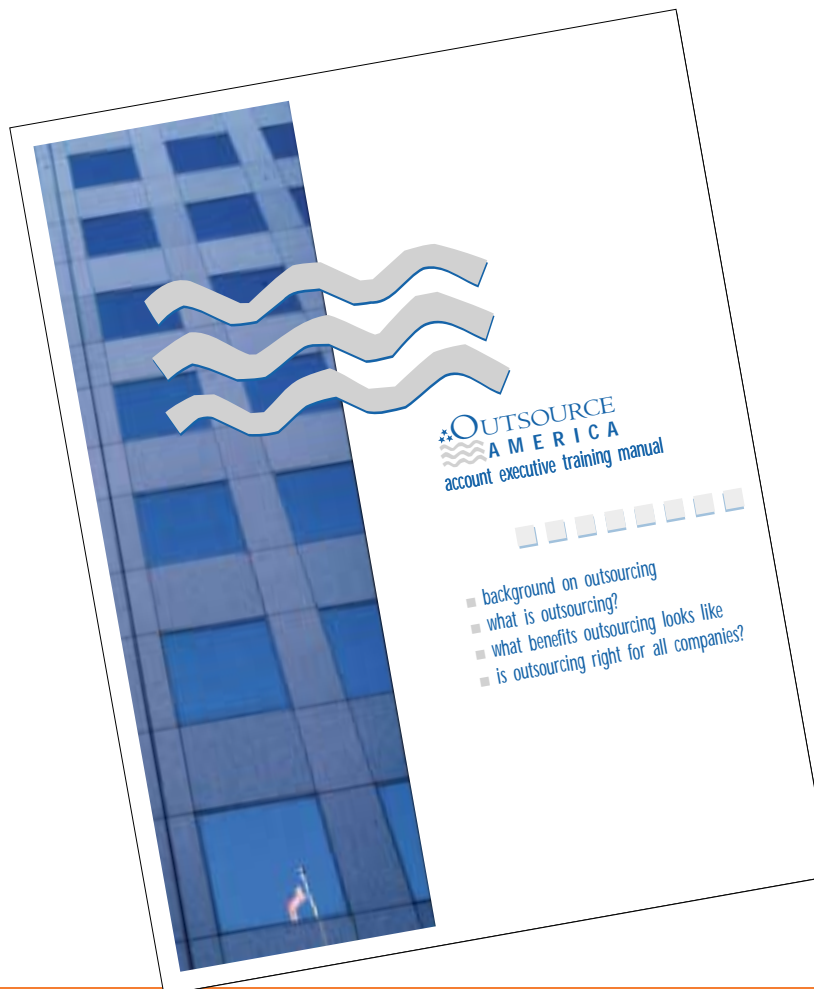


Outsource America offered human resources outsourcing to small- to mid-sized businesses. It needed an identity system to convey its professionalism and know-how.



a service of SEABURY & SMITH
a Marsh & McLennan Company

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Perhaps the greatest challenge was writing and editing Outsource America's two resource manuals, proposal, and 10 internal forms.

All synthesized highly technical information into a readable, truly usable formats.

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I have an idea

OUTSOURCE AMERICA

Benefit service representative

HERE'S MY IDEA
We should "gang" the printing of our forms to save money. Sit everything we do uses the same colors and paper, we need to our printing in large quantities to save money. I talked with XXX about it on 8/2.

DATE 8/3/96 RETURN RESPONSE TWO WEEKS FROM DATE

BENEFIT SERVICE REPRESENTATIVE NAME Jacob Luther

Outsource America manager

HERE'S MY RESPONSE
Sounds good to me. Thanks for the great idea!

ACTION WE'LL TAKE
Why don't we set up a meeting within the next two weeks? I'll have the printer so they can prepare a printing quote for us.

PLEASE PROVIDE MORE INFORMATION REGARDING
Could you please survey the other BSRs to see if they would like reprinted forms for their clients before our meeting?

OUTSOURCE AMERICA

OUTSOURCE AMERICA

Termination Log

Contact information

Acme Lawn Care	Norfolk, MO
CLIENT	
Johnette Robinette	314/532-1234, ext. 123 314/532-1357
EMPLOYEE NAME	WORK PHONE FAX
Sherman Lorenzo	314/532-1234, ext. 456 314/532-1357
HR CONTACT	WORK PHONE FAX

Termination info

TERMINATION EFFECTIVE DATE: 8/2/96

BENEFIT	COBRA ACTION	EFFECTIVE DATE
medical	terminated	8/31/96
dental	terminated	8/31/96
vision	terminated	8/31/96
		/ /

Notifications

EMPLOYEE	DATE	MANAGER	SIGN OFF	DATE
EMPLOYEE	7/31/96	JJL		8/1/96
EMPLOYER	7/31/96	JJL		8/1/96
PAYROLL (F DIFFERENT)	/ /		SIGN OFF	/ /
CARDIAC	7/31/96	JJL		8/1/96
COBRA LINK	7/31/96	JJL		8/1/96

BENEFIT SERVICE REPRESENTATIVE INITIALS JJL

OUTSOURCE AMERICA

Benefits Log

Client information

Acme Lawn Care

CLIENT

Johnette Robinette Norfolk, MO

EMPLOYEE NAME

Sherman Lorenzo 314/532-1234, ext 123 314/532-1357

HR CONTACT

314/532-1234, ext 456 314/532-1357

WORK PHONE FAX

WORK PHONE FAX

Client information

ADDRESS (CHECK IF NEW)

Robinettes Ridge

120 South Main St

Norfolk, MO 63017

WORK ADDRESS (CHECK IF NEW)

Johnette Robinette

Acme Lawn Care

120 South Main St

Norfolk, MO 63011

Currently on COBRA coverage with previous employer

COMMENTS

8/15/96 8/15/96

SCHEDULED HELD

CONFERENCE CALL NOT APPLICABLE

ON SITE MEETING

DESCRIPTION OF MATERIALS

Medical, dental, vision forms

RETURN DEADLINE 8/23/96

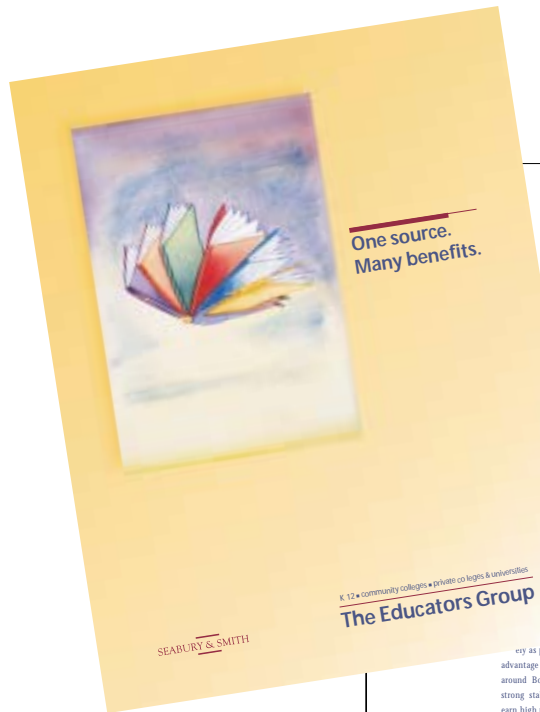
FOLLOW UP COMMENTS

Johnette to check on enrollment forms. She has forms to HR 8/19

HR Asked them to send over Johnette's forms from HR inputted into system

BENEFIT SERVICE REPRESENTATIVE INITIALS JJL

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The Educators Group markets employee benefits to Iowa K-12 schools and private colleges and universities throughout the U.S.

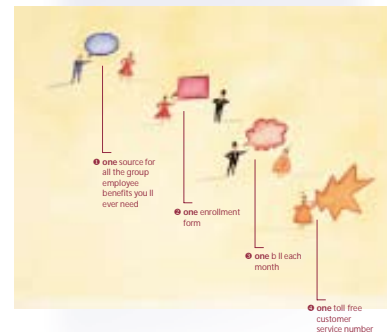
The Educators Group offers health plans to meet the needs of staff at your educational institution. Managed care options include a before elective hospital admission. Access to extensive preferred rates throughout the state through our contacts with major carriers. Your employees choose the plan they'll receive health insurance. Significant discounts include options to pay premiums pre-tax as well as dependent care reimbursement. Flexible options provide flexible financial employees and help money too. Special group rates for you can mesh yours with others across Iowa. Social life and long-term programs with a 10% discount for new life and LTD existing plans as well as the added advantage of the most competitive rates around. Both plans are underwritten by strong, stable companies that consistently earn high ratings from independent rating services so you can be assured that your life and LTD plans will be well managed as well as competitively priced.

The Educators Group specializes in designing and administering group benefits programs for Iowa K-12 school districts, community colleges, and private colleges and universities nationwide. Administered by Seabury & Smith, an MMLC Company, the private and community colleges program has operated since 1972. Iowa K-12 schools have been joining the group's trust since 1983, and today more than half of Iowa's school districts are Educators Group members.

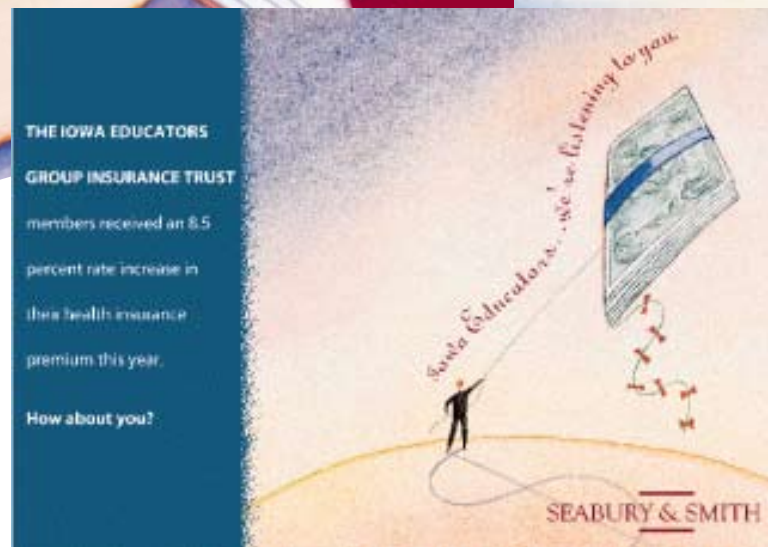
The Educators Group helps educational institutions maintain competitive rates as they increase their purchasing power and ability to upgrade employee benefits.

The Educators Group offers one source of employee benefits for your faculty and staff: group health and life insurance (with and without managed care options), long and short-term disability insurance, cafeteria plans and voluntary benefits.

- One enrollment form: Paperwork is minimized with a single enrollment form for all of your employees' coverages.
 - One bill: Paying insurers is simple, too. Your insurance bills will be combined onto one statement each month. You pay the Educators Group, and we pay your vendors. It's that easy.
 - One toll-free customer service number: Your school's faculty and staff can call our toll-free Benefits Link Monday through Friday from 8:00 a.m. to 5:30 p.m. (4:30 p.m. on Fridays) with claims and benefits questions. Service representatives are specially trained on Educators programs and most questions are resolved in one call.
 - One enrollment form: One bill: One toll-free customer service number exclusively for educators. The Educators Group is the one source for all the group employee benefits you'll ever need.
- Seabury & Smith is an insurance program manager specializing in the design, distribution, and administration of benefits plans worldwide. Its clientele of nearly three million people includes individuals, employees of businesses and institutions, and members of various organizations.



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Non-profit Resources markets employee benefits and property & casualty coverages to agencies throughout the U.S. It used this direct mail piece for prospecting, using a combination of purchased and internal mailing lists.

Non-profit insurance.
Non-
affordable?

Non-profit insurance.
Non-
affordable?

Protect.
sense.

Provide. Support.
Non-profit resources

? I want nonsense.
Send no nonsense.
Send me a proposal. I want to know more about Scabury & Smith Non-profit Resources.

Agency name: _____
Contact person: _____
Title: _____
Address: _____
City: _____ **State:** _____ **Zip:** _____
Business phone: _____ **Fax:** _____

I'm interested in:

workers compensation **return** _____

group health insurance **return** _____

directors & officers liability coverage **return** _____

unemployment coverage **return** _____


Number of employees: _____

Any questions? CA 800-831-6002 (S) Scabury & Smith 505 No 10th St and 10th St Suite 1500 Ft Collins CO 97203
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TO: Sales Professionals FROM: Seabury & Smith

**Workers' Comp
for non-profits**
Apr o fi t com



It's a de
compe
Califor
emplo
Fremo
and Cl

Companies. **Now available to all agents and**

This program is available to California non-p
for IRS Code 501(c)(3) human services status.

- Competitive rates
- Competitive commissions
- Volunteer coverage available
- Specialized loss control services for the

Find out more today. **Call Seabury & Smith**

Seabury & Smith Non-profit Resources • 505 North
Glendale, CA 91203 • phone 800-831-6002

What are you waiting for?

Don't you have better things to spend your funding on than workers' comp?

We agree. Worker's comp is probably the last thing you want to spend your hard-earned funding on

But since you need it, why not buy it at the best price? The Workers' Compensation Trust for California Non-Profits is a **collective purchasing group created especially for 501(c)(3)s**. It's very safe, governed by its members and managed by experienced insurance professionals at Seabury & Smith Non-profit Resources

And big premium savings, as a result, are common. **A 40% reduction in your current premium isn't unusual** when you join the group. And even better—our workers' compensation **rates are locked in for a full year.**

But you'll never know...unless you return an application.

Why not fax this sheet back to us? We'll get a Workers' Compensation Trust application to you in a jiffy. You can also fax your completed application to the same number, or mail it to the address below

Or call 800-831-6002. Because you have better things to spend your funding on than workers' comp



fax: 818-502-6517

Name _____
 Title _____
 Organization _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____

Seabury & Smith Non-profit Resources • 505 North Brand Boulevard, Suite 1500
 Glendale, CA 91203 • phone 800-831-6002 • fax 818-502-6517

non sequitur

add the employee supplement *fr e*

non sequitur? Not according to the last mailing you with **Non-profit Resources!**

nd out why we chose a high-falutin word like "non ple program. Because Seabury & Smith Non-profit **group created especially for non-profits.** It's very and managed by experienced benefits professionals

ine non sequitur (even make a copy from Webster s, chase your group s health insurance from **the employee benefits supplement free!** s of up to 60 percent on vision, chiropractic, egal services in a national network.

workers' compensation, an employee benefits je. No fooling! No nonsense. Just **fax this back to the information below. Or call 800-831-6002.**

 on _____

 State _____ Zip _____
 Fax _____

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 • phone 800-831-6002 • fax 818-502-6517

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chatterbox, inc.

Amy Morehead, M.S. CCC-SLP
certified speech-language pathologist

15425 N. Greenway-Hayden Loop
Suite A-300 • Scottsdale, AZ 85260
phone 602/686-1710 • fax 480/951-0442

pediatric speech pathology services

Amy Morehead M.S. CCC-SLP
certified speech language pathologist
15425 N. Greenway-Hayden Loop
Suite A-300 • Scottsdale, AZ 85260
phone 602/686-1710 • fax 480/951-0442

chatterbox inc.

15425 N. Greenway-Hayden Loop
Suite A-300 Scottsdale AZ 85260
phone 602/686 1710 fax 480/951 0442

chatterbox inc.

The owner, a speech pathologist in private practice,
needed to cultivate a professional image for clients
and insurance carriers.

pediatric speech pathology services

pediatric speech pathology services

State Federal bank lobby banners

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CHECKING

Banking the way it should be

Description: A checking account can allow you to manage your money more effectively. It's the most important tool you have for managing your money. It's the most important tool you have for managing your money. It's the most important tool you have for managing your money.

Benefits:

- Convenient for all your financial management needs
- Convenient for all your financial management needs
- Convenient for all your financial management needs

Features:

- Free or low-cost services
- Free or low-cost services
- Free or low-cost services

Homeowner's Choice Checking:

- Free or low-cost services
- Free or low-cost services
- Free or low-cost services

Investment Checking:

- Free or low-cost services
- Free or low-cost services
- Free or low-cost services

FDIC **Equal Housing Lender**

INSURANCE

Banking the way it should be

Description: Insurance is a way to protect your assets and your family. It's the most important tool you have for managing your money. It's the most important tool you have for managing your money. It's the most important tool you have for managing your money.

Benefits:

- Convenient for all your financial management needs
- Convenient for all your financial management needs
- Convenient for all your financial management needs

Features:

- Free or low-cost services
- Free or low-cost services
- Free or low-cost services

Homeowner's Choice Insurance:

- Free or low-cost services
- Free or low-cost services
- Free or low-cost services

Investment Insurance:

- Free or low-cost services
- Free or low-cost services
- Free or low-cost services

FDIC **Equal Housing Lender**

SAVINGS

Banking the way it should be

Description: Savings accounts allow you to accumulate money for your future. It's the most important tool you have for managing your money. It's the most important tool you have for managing your money. It's the most important tool you have for managing your money.

Benefits:

- Convenient for all your financial management needs
- Convenient for all your financial management needs
- Convenient for all your financial management needs

Features:

- Free or low-cost services
- Free or low-cost services
- Free or low-cost services

Homeowner's Choice Savings:

- Free or low-cost services
- Free or low-cost services
- Free or low-cost services

Investment Savings:

- Free or low-cost services
- Free or low-cost services
- Free or low-cost services

FDIC **Equal Housing Lender**

HOMEOWNER'S CHOICE

Banking the way it should be

Description: Homeowner's Choice is a way to protect your assets and your family. It's the most important tool you have for managing your money. It's the most important tool you have for managing your money. It's the most important tool you have for managing your money.

Benefits:

- Convenient for all your financial management needs
- Convenient for all your financial management needs
- Convenient for all your financial management needs

Features:

- Free or low-cost services
- Free or low-cost services
- Free or low-cost services

Homeowner's Choice Homeowner's Choice:

- Free or low-cost services
- Free or low-cost services
- Free or low-cost services

Investment Homeowner's Choice:

- Free or low-cost services
- Free or low-cost services
- Free or low-cost services

FDIC **Equal Housing Lender**

INVESTMENTS

Banking the way it should be

Description: Investments allow you to grow your money for your future. It's the most important tool you have for managing your money. It's the most important tool you have for managing your money. It's the most important tool you have for managing your money.

Benefits:

- Convenient for all your financial management needs
- Convenient for all your financial management needs
- Convenient for all your financial management needs

Features:

- Free or low-cost services
- Free or low-cost services
- Free or low-cost services

Homeowner's Choice Investments:

- Free or low-cost services
- Free or low-cost services
- Free or low-cost services

Investment Investments:

- Free or low-cost services
- Free or low-cost services
- Free or low-cost services

FDIC **Equal Housing Lender**

LOANS

Banking the way it should be

Description: Loans allow you to borrow money for your future. It's the most important tool you have for managing your money. It's the most important tool you have for managing your money. It's the most important tool you have for managing your money.

Benefits:

- Convenient for all your financial management needs
- Convenient for all your financial management needs
- Convenient for all your financial management needs

Features:

- Free or low-cost services
- Free or low-cost services
- Free or low-cost services

Homeowner's Choice Loans:

- Free or low-cost services
- Free or low-cost services
- Free or low-cost services

Investment Loans:

- Free or low-cost services
- Free or low-cost services
- Free or low-cost services

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The Finn Group tests for and remediates indoor air pollutants—primarily toxic mold. The green color scheme evokes a clean, fresh image. The graphic is a fin of an exotic fish (a play on Finn, the owner's name).